

* 제품혁신의 시작:
"Idea And Insight
Management"

* IFT Korea

* 신미영, PMP

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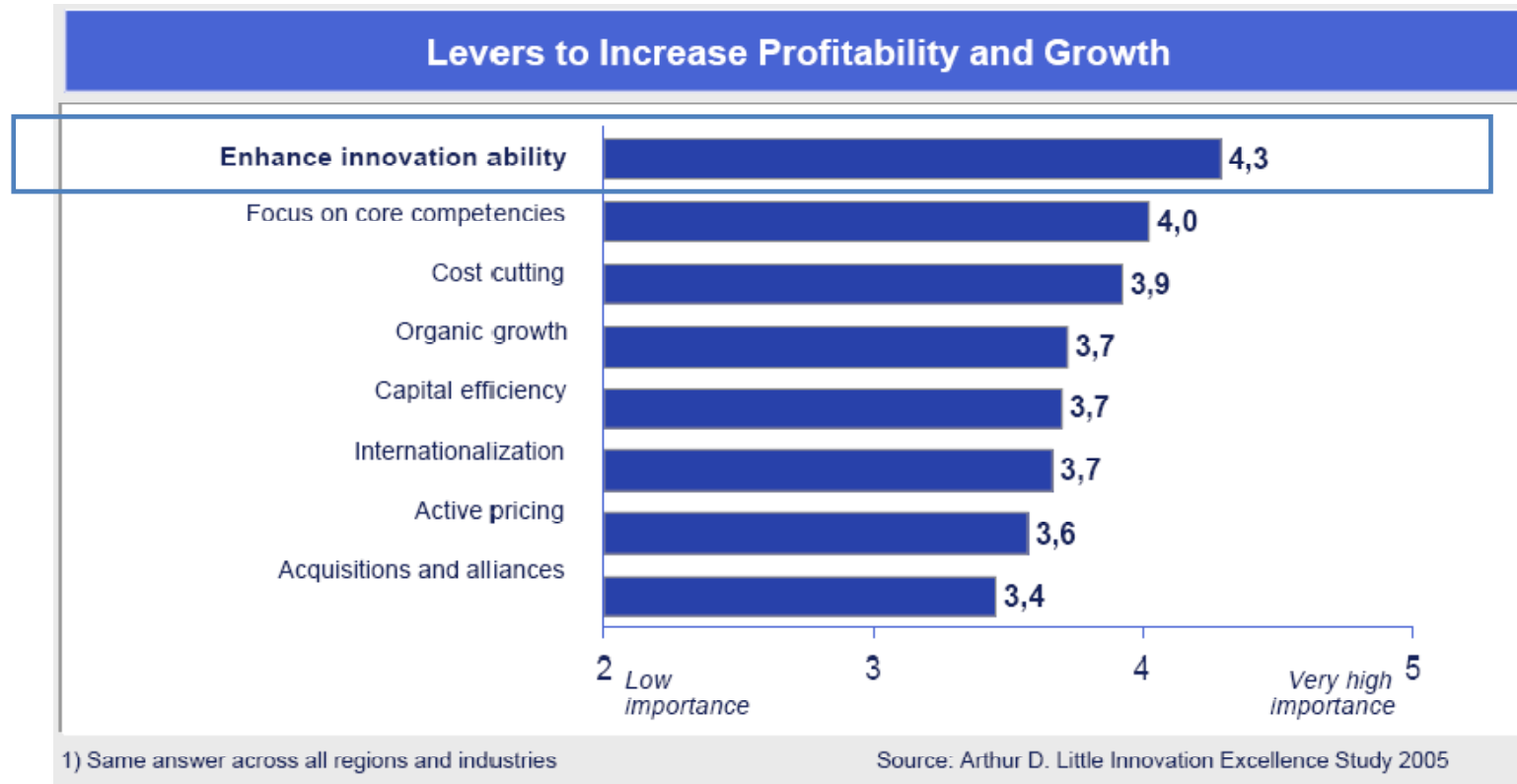
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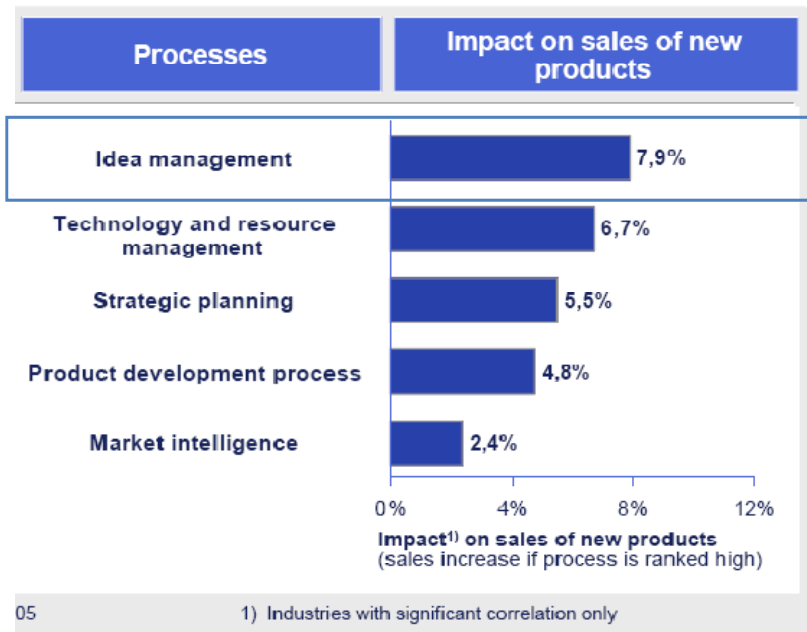
Why Innovation matters

- The most important lever to increase profitability and growth!!!



Lever to new product sales

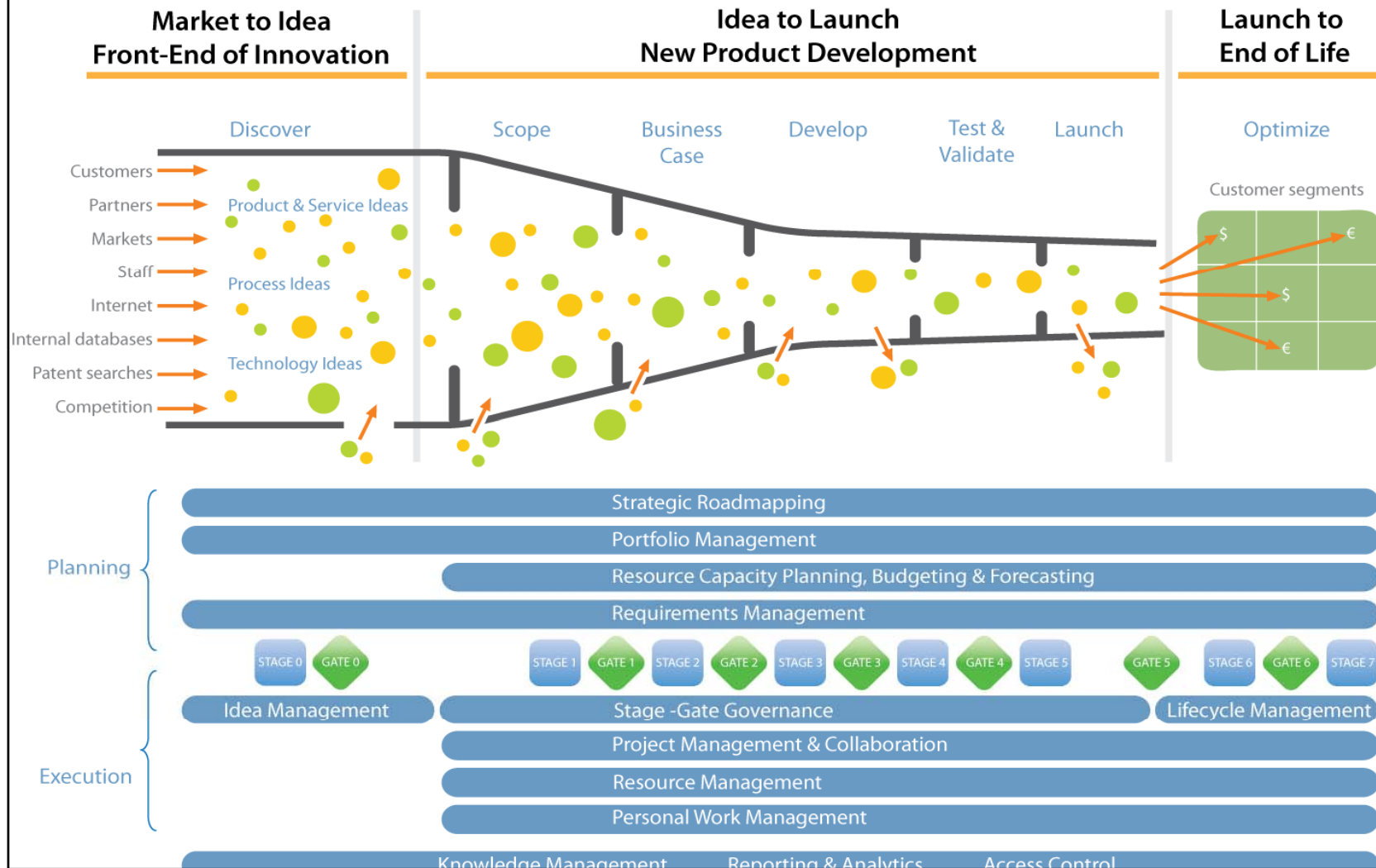
Top innovators consider the **insight and idea management processes** (the Front End of Innovation) to be the number one lever to increase sales of new products & services.



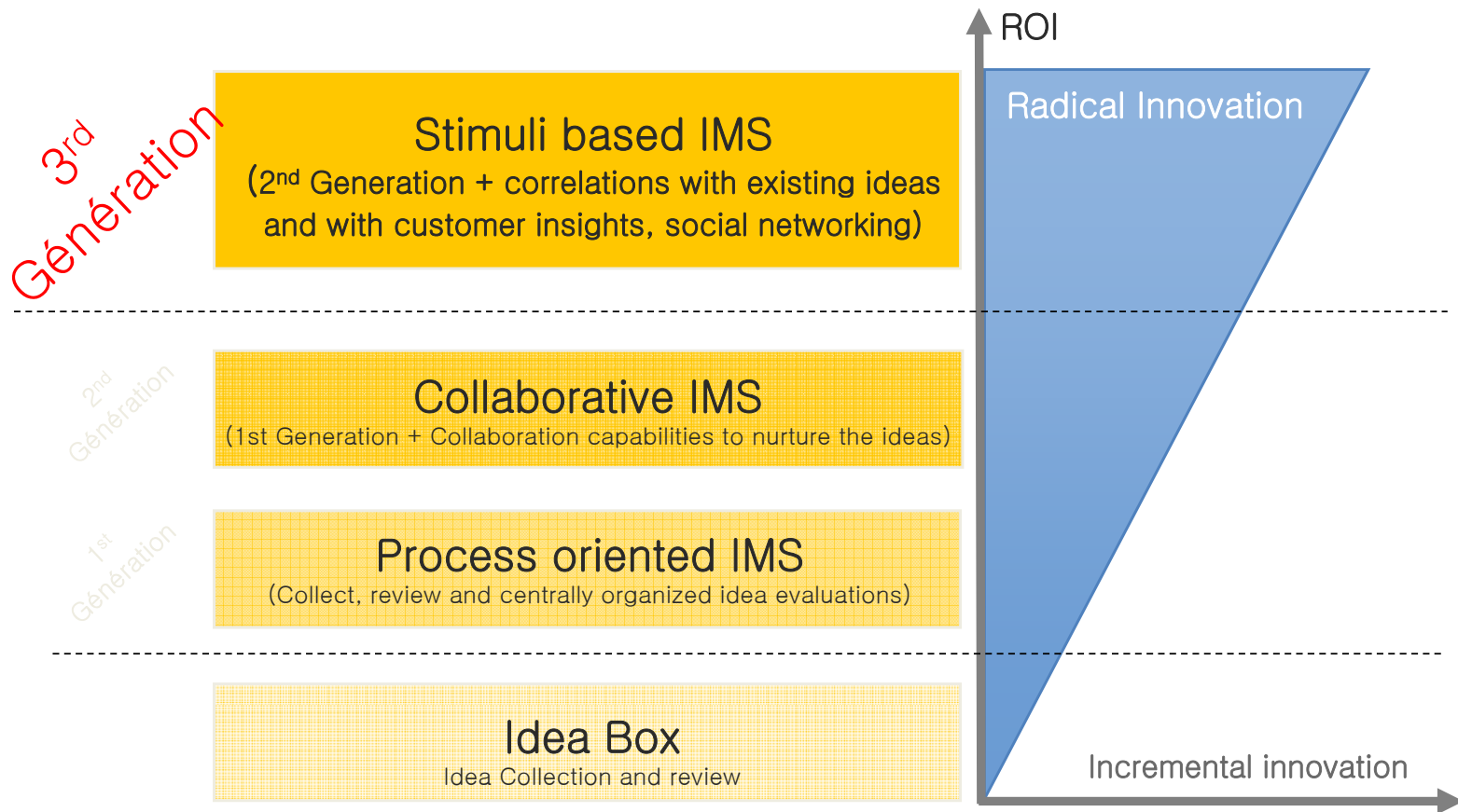
→ 효율적인 아이디어 관리 프로세스를 통해 신제품 매출이 7.9%까지 상승

Source: Arthur D. Little Innovation Excellence Study 2005

The Innovation Value Chain

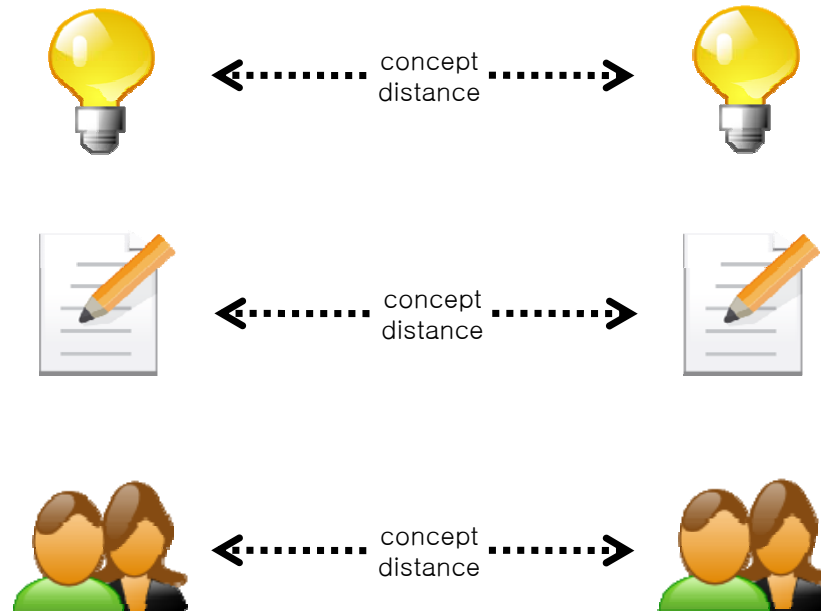


New 3rd generation of IMS



Correlation Engine is...

- ▶ an algorithm that calculates "concept distance" between all possible combinations of ideas, insight sources, and people



Insight sources:
Marketing docs,
Technology reports,
Scientific publications

Correlation Engine analyzes all relevant context



Users



Ideas



Documents



Votes

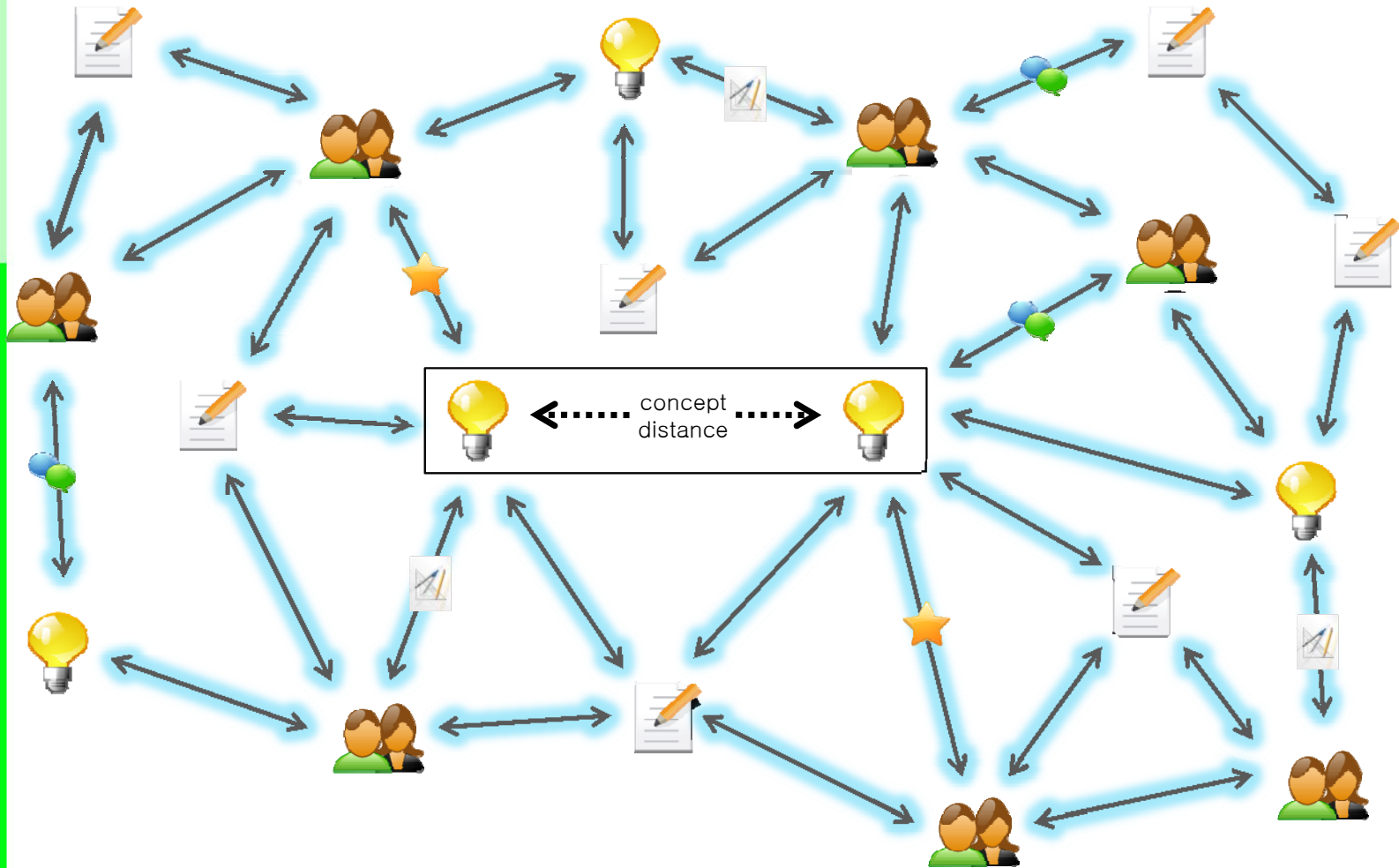


Expertise



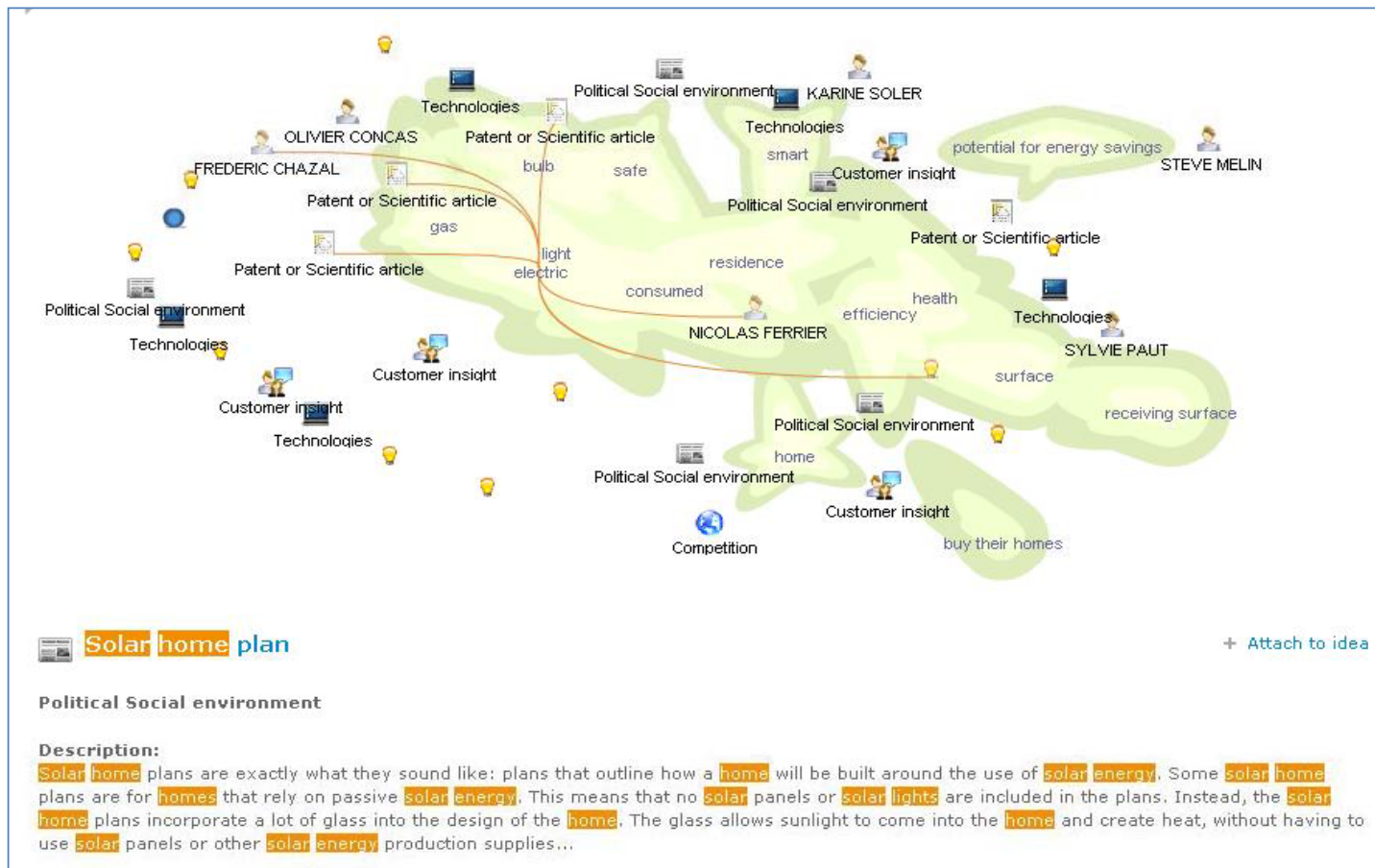
Comments

PLM BEST PRACTICE Conference

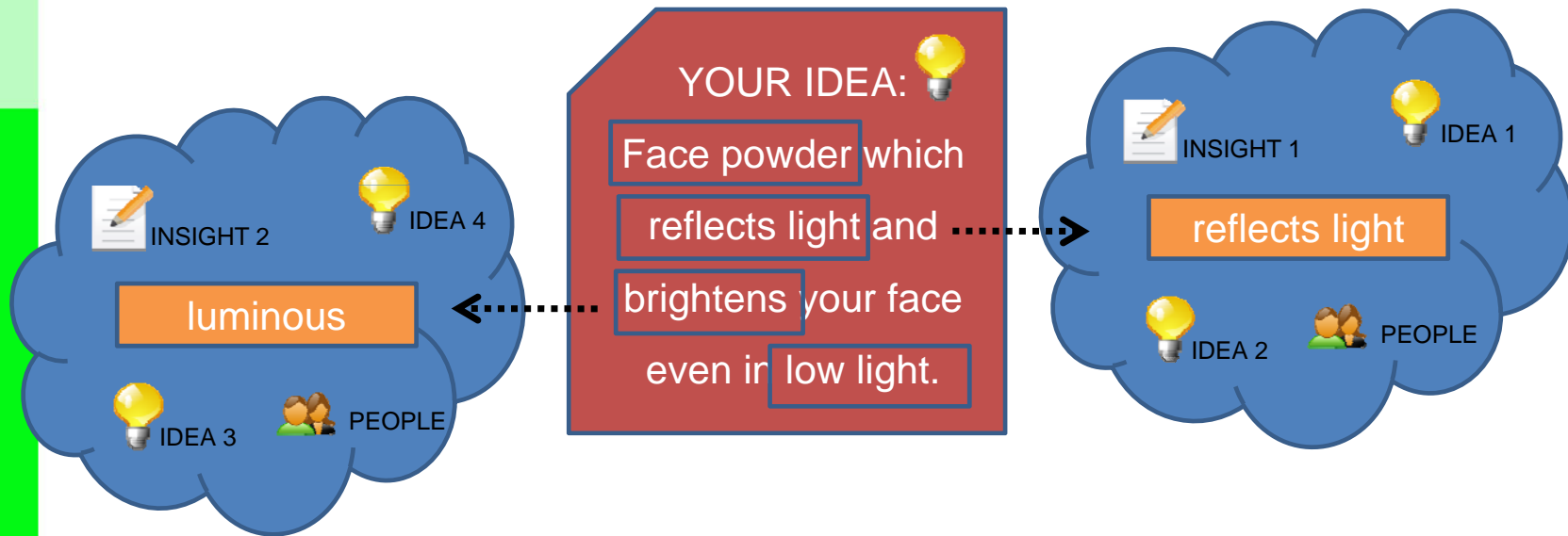


Concept map

shows distances & relationships



- ▶ An example of the strength of the correlation engine



Finds words / phrases often found in close proximity to the words in your idea. Locates and presents other ideas, insights and people working on these concepts

Finds words and groups of words in your idea to identify the concepts.

Locates and presents other ideas, insights and people working on ANY concept identified.

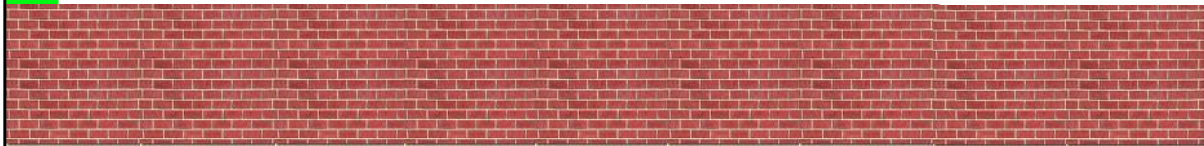
CORRELATION ENGINE

MARKETING



Idea of a new type of product that could have great consumer benefits. Doesn't know of any existing technology.

FINALLY a breakthrough new product!!!



YEARS GO BY ----->



By coincidence they meet at the coffee machine and talk.

R&D

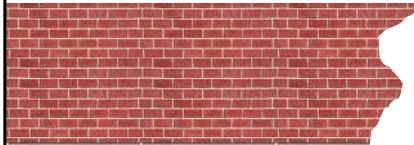


Discovers new technology. Doesn't know how or where to apply it.

MARKETING



Idea of a new type of product that could have great consumer benefits. Doesn't know of any existing technology.



Idea developed to target a specific application:

- mature faster
- collaborate with experts
- consumer-targeted product
- improve time-to-market

R&D



Discovers new technology. Doesn't know how or where to apply it.

Corporations which have implemented IMS



DEMONSTRATION